

Rep Order# 9785360 Ver# 1 Status New Traffic Order# Printed: 08/08/2012 8:39 AM Last Received: 08/07/2012 6:05 PM Showing Buylines: All Lines

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product AMER. 4 PROSPERITY
Estimate# 1169
Buyer ANNE BRAUNSCHEIDEL
Phone#
Fax#
Agency () MENTZER MEDIA SERVICES
600 FAIRMOUNT AVE, SUITE 306
TOWSON, MD 21286
Agency C/P1/P2/E //1169
Flight Dates 08/28/2012 - 09/03/2012
Hiatus Weeks
Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	6A-7A	NEWS	:30	\$900.00	08/28-08/31	3	1	3	\$2,700.00	-----
	2	TU-F	6P-630P	NEWS	:30	\$1,600.00	08/28-08/31	2	1	2	\$3,200.00	
	3	TU-F	7P-730P	INSIDE	:30	\$1,200.00	08/28-08/31	2	1	2	\$2,400.00	
	4	TU-SU	11P-1135P	NEWS	:30	\$1,800.00	08/28-09/02	2	1	2	\$3,600.00	
	5	SA	9P-10P	CRIMETIME	:30	\$1,000.00	09/01-09/01	1	1	1	\$1,000.00	
	6	SU	7P-8P	60 MIN	:30	\$3,500.00	09/02-09/02	1	1	1	\$3,500.00	
	7	M	6A-7A	NEWS	:30	\$900.00	09/03-09/03	2	1	2	\$1,800.00	
	8	M	6P-630P	NEWS	:30	\$1,600.00	09/03-09/03	2	1	2	\$3,200.00	
	9	M	7P-730P	INSIDE	:30	\$1,200.00	09/03-09/03	2	1	2	\$2,400.00	
	10	M	11P-1135P	NEWS	:30	\$1,800.00	09/03-09/03	1	1	1	\$1,800.00	

47883

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2 of 2

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---REPORT TOTALS---

Report Totals: 18 / \$25,600.00

---SALES MONTHLY TOTALS---

Sep 12: 18 / \$25,600.00
Sales Totals: 18 / \$25,600.00
Station Totals: 18 / \$25,600.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$88,276	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPC	33%
		WKRC	29%	WLWT	30%	WSTR	0%	WXIX	8%		

Books null
Demos RA35+

Spot Manager: All, 08/28/12-09/03/12



Date	Weekday	Air Time	Length	Rate	Priority	Ad-ID	Inv. Code (Booked)	Time Period	Order Product	Estimate #	Spot #	AE
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Advertiser: Americans for Prosperity
Agency: Mentzer Media Services

Station: WKRC-TV

Order: 47883

Line: 1

08/28/12	Tuesday	6:00 AM-7:00 AM	1:00	\$900.00	P-1	6a Good Morn Cincinnati		6:00 AM-7:00 AM	PROSPE 1169		2	MWASI
08/29/12	Wednesday	6:00 AM-7:00 AM	1:00	\$900.00	P-1	6a Good Morn Cincinnati		6:00 AM-7:00 AM	PROSPE 1169		3	MWASI
08/30/12	Thursday	6:00 AM-7:00 AM	1:00	\$900.00	P-1	6a Good Morn Cincinnati		6:00 AM-7:00 AM	PROSPE 1169		3	MWASI

Line: 2

08/29/12	Wednesday	6:00 PM-6:30 PM	1:00	\$1,600.00	P-2	6p Local 12 News at Six		6:00 PM-6:30 PM	PROSPE 1169		1	MWASI
08/28/12	Tuesday	6:00 PM-6:30 PM	1:00	\$1,600.00	P-2	6p Local 12 News at Six		6:00 PM-6:30 PM	PROSPE 1169		2	MWASI
08/29/12	Wednesday	7:00 PM-7:30 PM	1:00	\$1,200.00	P-2	M-F 7p-730p		7:00 PM-7:30 PM	PROSPE 1169		1	MWASI
08/28/12	Tuesday	7:00 PM-7:30 PM	1:00	\$1,200.00	P-2	M-F 7p-730p		7:00 PM-7:30 PM	PROSPE 1169		2	MWASI

Line: 4

08/29/12	Wednesday	11:00 PM-11:35 PM	1:00	\$1,800.00	P-2	11p M-Su Local 12 News		11:00 PM-11:35 PM	PROSPE 1169		1	MWASI
09/02/12	Sunday	11:00 PM-11:35 PM	1:00	\$1,800.00	P-2	11p M-Su Local 12 News		11:00 PM-11:35 PM	PROSPE 1169		2	MWASI

Line: 5

09/01/12	Saturday	9:00 PM-10:00 PM	1:00	\$1,000.00	P-3	Sat Reg 2		9:00 PM-10:00 PM	PROSPE 1169		1	MWASI
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Line: 6

09/02/12	Sunday	7:00 PM-8:00 PM	1:00	\$3,500.00	P-2	Sun Reg 1		7:00 PM-8:00 PM	PROSPE 1169		1	MWASI
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Line: 7

09/03/12	Monday	6:00 AM-7:00 AM	1:00	\$900.00	P-1	6a Good Morn Cincinnati		6:00 AM-7:00 AM	PROSPE 1169		2	MWASI
09/03/12	Monday	6:00 AM-7:00 AM	1:00	\$900.00	P-1	6a Good Morn Cincinnati		6:00 AM-7:00 AM	PROSPE 1169		1	MWASI
09/03/12	Monday	6:00 PM-6:30 PM	1:00	\$1,600.00	P-2	6p Local 12 News at Six		6:00 PM-6:30 PM	PROSPE 1169		1	MWASI
09/03/12	Monday	6:00 PM-6:30 PM	1:00	\$1,600.00	P-2	6p Local 12 News at Six		6:00 PM-6:30 PM	PROSPE 1169		2	MWASI
09/03/12	Monday	7:00 PM-7:30 PM	1:00	\$1,200.00	P-2	M-F 7p-730p		7:00 PM-7:30 PM	PROSPE 1169		2	MWASI
09/03/12	Monday	7:00 PM-7:30 PM	1:00	\$1,200.00	P-2	M-F 7p-730p		7:00 PM-7:30 PM	PROSPE 1169		1	MWASI
09/03/12	Monday	11:00 PM-11:35 PM	1:00	\$1,800.00	P-2	11p M-F Local 12 News		11:00 PM-11:35 PM	PROSPE 1169		1	MWASI
09/03/12	Monday	11:00 PM-11:35 PM	1:00	\$1,800.00	P-2	11p M-F Local 12 News		11:00 PM-11:35 PM	PROSPE 1169		18	

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 08/28/12-09/03/12



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Advertiser: Americans for Prosperity												
Agency: Mentzer Media Services												
Station: WKRC-TV												
				\$25,600.00							18	
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				\$25,600.00							18	

[Filtered by:] [Sorted by: Station]